

Sustainable Food and Farming Action Plan for Gloucestershire: 2025-28

**GLOUCESTERSHIRE
FOOD & FARMING
PARTNERSHIP**

This **Sustainable Food and Farming Action Plan for Gloucestershire** is being coordinated by the Gloucestershire Food and Farming Partnership. This forms part of the 111-member strong

Sustainable Food Places network, which covers over half of the UK population and involves over 30% of all local councils. Developed through extensive consultation, we are now asking our existing and potential partners which projects should be prioritised, and who wants to be involved in co-designing and delivering those projects.

Creating this action plan has also clarified the Partnership's distinctive role within the county as:

1. Integrating how food and farming contributes across economic, environmental, health and social outcomes;
2. Working from farm-to-fork, along local farming and food supply chains and with agri-food organisations;
3. Facilitating innovative collaborations between institutions and sectors which do not usually work together;
4. Championing successful case studies across the county and beyond, so that they can be celebrated and replicated, and
5. Acting as an impartial broker and contributing the partnership team's skills in systems thinking.





A Sustainable Food and Farming Action Plan for Gloucestershire 2025-28

The action plan reflects the four key themes which emerged from our discussions:

- **Affordable, Healthy, Climate and Nature-friendly Farming and Food**
- **Short Local/Regional Supply Chains**
- **Skills, Training, Recruitment, Advice and Innovation**
- **Public Policy Opportunities**

The projects are outlined in the following pages. To provide feedback on the proposals; to express interest in getting involved in any of them, or to arrange a discussion, please email us at info@gloucestershirefoodandfarmingpartnership.org.

For some projects, existing organisations and partnerships will already have the capacity and willingness to lead their development, with GFFP facilitating the creation of new partnerships to co-design the remaining projects.

For details about the Partnership, including our Gloucestershire Food and Farming Vision, visit our website: <https://www.gloucestershirefoodandfarmingpartnership.org>.

Theme 1: Affordable and Sustainable Farming and Food

Create farmer
clusters across the
county

Reduce **food waste**
across supply chains

Encourage **healthier
diets**, and so create
new opportunities for
local farming and food
businesses

Support **sustainability** within
the **hospitality** industry

Create **Sustainable Food
and Farming** categories in **Local
Food Awards**

Theme 1: Affordable and Sustainable Farming and Food

Project 1 - Create farmer clusters across the county

- Foster peer-to-peer learning on agroecological/regenerative farming techniques.
- Encourage uptake of advice from the [Rural Navigation Network](#) and the expertise at Hartpury, Royal Agricultural University, Countryside and Community Research Institute, and FarmEd.
- Engage farmers in designing and delivering policies which balance livelihoods, food production, climate- and nature-friendly farming, flood management and water quality, renewable energy generation, landscape conservation and adapting to a changing climate.
- Connect regenerative farmers into supply chains which reward their activities.

Theme 1: Affordable and Sustainable Farming and Food

Project 2: Reduce food waste across supply chains

- Help farmers and food businesses (processing, distribution, retailing and hospitality) to implement the [WRAP's Food Waste Reduction Roadmap](#).
- Increase redistribution of surplus from farms, shops, hospitality businesses and events.
- Encourage event planning to include minimising unused food, and redistributing leftovers .

Theme 1: Affordable and Sustainable Farming and Food

Project 3 - Support sustainability within hospitality businesses

- Develop guidance for hospitality businesses on creating low carbon menus.
- Connect hospitality businesses to local, sustainable sources of ingredients.
- Develop a low cost, robust Sustainable Food Assurance Scheme for cafes, restaurants, takeaways etc.

Theme 1: Affordable and Sustainable Farming and Food

Project 4 - Encourage healthier diets, including consequent opportunities for local farming and food businesses

- Encourage uptake of healthier diets.
- Identify opportunities this creates for local/new supply chains.
- Provide advice to retailers/hospitality on offering healthier choices without losing profitability.
- Evaluate increasing participation in the Soil Association's Food for Life programme for schools, nurseries, care homes, hospitals and other catering outlets.

Theme 1: Affordable and Sustainable Farming and Food

Project 5 - Create sustainable food and farming categories in local food awards

- Establish categories for sustainable farming and food businesses (manufacturing, retailing and hospitality) and community initiatives to champion success in solutions for the climate, nature and health.
- Disseminate lessons from winners (what they did and how they benefitted) to encourage other businesses.
- Secure sponsorship.

Theme 2: Short Local/Regional Supply Chains

<p>Build on Made in Gloucestershire network to encourage businesses to become more sustainable</p>	<p>Identify and resolve missing supply chain infrastructure</p>	<p>Support development of local horticulture supply chains</p>
<p>Increase availability and understanding of local food</p>	<p>Foster innovative, tech-enabled supply chain solutions</p>	<p>Create a county-wide land brokerage scheme</p>

Theme 2: Short Local/Regional Supply Chains

Project 1 - Build on Made in Gloucestershire network to encourage businesses to become more sustainable

- Encourage scheme members to invest in decarbonising their business; developing products or reformulating existing ones to make them healthier, and contributing potential food waste into redistribution schemes.
- Promote businesses' pledges/achievements on scheme's website and social media.
- Provide case studies and guidance on how sustainability helps profitability.

Theme 2: Short Local/Regional Supply Chains

Project 2 - Identify and resolve missing infrastructure

- Identify and prioritise missing infrastructure which is limiting local, resilient, sustainable, affordable supply chains. This may include physical infrastructure, such as mills, abattoirs for regenerative livestock, mobile shops and dark kitchen processing/packing/distribution enterprises, and business incubator units. Equally, it may include digital or social infrastructure.
- Secure/coordinate investment in priorities.

Theme 2: Short Local/Regional Supply Chains

Project 3 - Support development of local horticulture supply chains

- Promote models for profitable agro-ecological horticulture, and short supply chains.
- Simultaneously, encourage greater demand for local fruit and vegetables, including through public procurement.

Theme 2: Short Local/Regional Supply Chains

Project 4 - Increase availability and understanding of local food

- Work with regional supermarkets, independent stores and restaurants to increase sources of local, sustainable product.
- Promote branding for local and sustainable food through Made in Gloucestershire, helping the public to navigate the complexities of food choices.
- Replicate schemes from other areas which make affordable local food more widely available.

Theme 2: Short Local/Regional Supply Chains

Project 5 - Foster innovative, tech-enabled supply chain solutions

- Foster local development and adoption of innovative solution to tech-enabled collaboration local food distribution, such as Dynamic Purchasing Systems in both the public and private sector.

Theme 2: Short Local/Regional Supply Chains

Project 6 - Create a county-wide land brokerage scheme

- Work with landowners to release land for new entrants to farming, and for rural and urban community projects growing food.
- Establish and operate a brokerage scheme between landowners and potential tenants.

Theme 3: Skills and Entrepreneurship

This workstream will complement the Agri, Food and Rural Business Group's work, including both its Skills Strategy and Rural Navigation Network project (details [here](#))

Accelerate the transition to agroecology through advice and professional development, including peer-to-peer learning

Foster
social entrepreneurship

Theme 3: Skills and Entrepreneurship

Project 1 - Enhance business support and skills across the supply chain

- Use the Agri-food and Rural Business Group Skills' [Rural Navigation Network](#) to promote advisory services, and business and digital/hi-tech skills development for food processing and distribution, research, training, professional/support services and education.
- Increase farmers' and rural/food businesses' use of Growth Hubs.
- Leverage maximum local impact from county's agriculture colleges/universities, FarmEd, FWAG-SW (including the new [Zerodig project](#) at RAU), etc for both new entrants to farming careers, and farmers' continuing professional development.
- Promote careers across agri-food supply chains to attract and retain more young people, and for continuing professional development.
- Develop skills in business-to-business relationships across food supply chains.
- Secure the continuation of the [Gloucestershire Regenerative Environment and Agriculture Transition \(GREAT\) project](#) in building evidence, facilitating knowledge exchange, and nurturing enterprise in agroecological transition.

Theme 3: Skills and Entrepreneurship

Project 2 – Foster social entrepreneurship

- Training in starting and running social enterprises.
- Networking and mentoring, including site visits and online events to learn from existing enterprises within and outside the county.
- Provide advice on funding, including grants, philanthropic sources and crowdfunding.

Theme 4: Public Policy Opportunities

This workstream will support the new Economic Strategy for Gloucestershire, which will be adopted soon - details [here](#).

<p>Integrate local food & farming policies through collaborative design and delivery</p>	<p>Enable replication of successful food and farming policies and projects</p>	<p>Collate comprehensive county-level baseline data</p>
<p>Facilitate sustainable planning by creating a multifunctional land use framework for the county</p>	<p>Apply social value to Public Sector Procurement, including in support of local, sustainable supply chains</p>	<p>Further develop County Farms as deliverers of public policy and demonstration centres for food and farming education</p>

Theme 4: Public Policy Opportunities

Project 1 – Integrate local food & farming policies through collaborative design and delivery

- Identify and pursue opportunities for collaborative approaches within and between county and district/borough councils, the health sector and other public sector bodies that will more effectively and efficiently deliver environmental, health, economic and social duties and policies.
- Design and deliver training for council officers on how farming and food can contribute to policy objectives, using the expertise in local universities/college, with scope to roll out nationally, based on the French model: <https://climateclarity.co.uk/french-state-training/>.

Theme 4: Public Policy Opportunities

Project 2 – Establish an online library of replicable food and farming case studies, and offer webinars & open days

- Write-up good practice examples from public and community bodies, farms and food businesses, including retailing and hospitality.
- Organise webinars and open days to help replicate successes.

Theme 4: Public Policy Opportunities

Project 3 – Collate county-level baseline data covering socio-economic, environmental and diet-related health indicators

- Signpost existing databases and create a database to plug gaps to establish a baseline for the county, and subsequently to track progress towards targets.
- Select impact metrics which incorporate all economic, social, health and environmental challenges.
- Monitor progress towards targets.

Theme 4: Public Policy Opportunities

Project 4 – Sustainable planning by creating a land use framework for the county

- Create a Multifunctional Land Use Framework for Gloucestershire which integrates the role of land use in delivering a vibrant farming and food sector, food security, housing, transport, net zero, nature-recovery, water quality and flood management, landscape conservation, recreation and tourism etc.
- Provide training and support for planning officers on how to enable shorter supply chains, tackling food deserts, community growing etc.

Theme 4: Public Policy Opportunities

Project 5 – Apply social value to public sector procurement including in support of local, sustainable supply chains

- Bring together policymakers and public sector procurers to determine how public sector procurement can cost effectively contribute to achieving local economic, environmental, health and social policy objectives.
- Examine how dynamic food procurement can assist in integrating local supply chains into procurement.
- Expand participation in Food For Life programme, and so link public procurement into wider dietary change initiatives.

Theme 4: Public Policy Opportunities

Project 6 – Develop County Farms as deliverers of public policy and demonstration centres for food and farming education

- Work with tenants to maximise the estate's contribution to a profitable agricultural sector, environmental sustainability, carbon management and climate adaptation, and water management within the county, with sound environmental practices, food security, innovation, and technology at its core.
- Showcase county farms as demonstrations of agroecological practices within farmer networks, and to increase public understanding of agriculture and connection with the countryside's positive impact on the wellbeing of people and nature.